

Action Items	Responsible Committee	Deadline	Summary
I. Build membership in AAUW CA through retention and recruitment.			
I-A Provide tools and resources to help branches recruit members for a statewide increase of 2 %.			
1. Committee to make scripted personal contact via phone to each Branch Membership VP to introduce themselves and establish a relationship related to membership topics such as recruitment methods, branch needs, etc.	Membership	10/31/17	October 2017 Update The branches have been distributed to the various committee members along with the phone call script and follow up email. There is nothing more valuable than personal contact and making each member feel valued.
2. Follow-up with an email to Branch Membership VPs containing a link to appropriate National or State pages.	Membership	11/30/17	October 2017 Update Follow-up email has been sent to the committee members - This task is in process. We may take a little longer than the 11/30/17 date to complete.
3. Encourage communication between the branches and the state.	Membership	6/30/18	October 2017 Update This is being done via the communications script, B2B, and Perspective submissions. We continue to be open to branch visits and phone calls.
4. Ask Branch Membership VPS to keep a tally of all new members and those not renewing and send to the membership team.	Membership	4/30/18	October 2017 Update This is being done with the initial phone contact and follow-up email.
5. Solicit member and branch officer input for an article to be published in the Winter and Spring Perspective and/or Board-to-Board.	Membership	6/30/18	October 2017 Update This is being done with the initial phone contact and follow-up email.
6. Create and present Diversity and Inclusion information for convention.	Membership/ Diversity	1/31/17	October 2017 Update Mitra Baghdadi (diversity chair) and Alex Bellenger are currently working on an RFP for convention. They are also developing a Survey for distribution to the membership.
7. Encourage use of list of national members in each district for branch membership recruitment via the B2B and articles in the Perspectives.	Membership	6/30/18	October 2017 Update No progress to date. This will be a second quarter task.
8. Distribute national video to branches and encourage distribution to local media.	Membership	6/30/18	October 2017 Update No progress to date.
9. Encourage branches to form interest groups specifically for younger women via 4 B2B messages.	Membership/ Diversity	6/30/18	October 2017 Update November or December target date for this goal.



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I-B Provide tools and resources to assist branches in retaining membership at 90%.			
1. Send branches information on how to obtain ADA accommodations for participants with disabilities who attend AAUW events.	Membership	9/30/17	October 2017 Update This task has been delayed until November B2B.
2. Encourage branches to connect new members with veteran members of similar interests via a buddy program.	Membership	12/31/17	October 2017 Update Winter Perspective Article or a future B2B article.
3. Determine how to best measure diversity in branches/state to inform future goals.	Membership/ Diversity	6/30/18	October 2017 Update The diversity chair (Mitra Baghdadi) is currently working on this task. This will be the survey that will be available by State Convention in April.
4. Develop orientation materials for branch membership VPs and direct branch membership VPs to existing materials.	Membership	6/30/18	October 2017 Update No progress to date.
I-C Model behaviors that enhance the visibility and appeal of AAUW.			
1. Create and communicate a list of CU partners and their associated branch contacts to facilitate communication among existing contacts and highlight opportunities for branches to establish relationships with CU Partners that do not have an established branch contact.	Membership/ C/U	9/30//17	October 2017 Update We have encouraged branches to send a student to NCCWSL, to table at a school, and let students know about Fellowships and Grants.
I-D Provide tools and resources to increase California C/U partners by 20%.			
1. Create a list of colleges and universities that match with branch(es) and communicate to branch(es).	Membership/ C/U	6/30/18	October 2017 Update This is an ongoing task but a list will be available for the State Board by year's end.
2. Create brief outline of C/U value to branch and to C/U Partners and distribute to branches.	Membership/ C/U	11/1/17	October 2017 Update This task is in process and Tina and her committee will have it done for 1/1/18.
3. Publish 4 article encouraging branch support for NCCWSL, SmartStart, Campus Action Newsletter, Campus Project Grants, e-student affiliates and Give a Grad a Gift.	Membership/ C/U	6/30/18	October 2017 Update C/U published a NCCWSL article in the Fall Perspective and an estudent article in the B2B have made an excellent start to the completion of this goal.
4. Develop an electronic communication mechanism to share ideas related to C/U Partnerships.	Membership/ C/U	11/1/17	October 2017 Update Tina will work with the Communications Committee to make this goal a reality.

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5. Provide a local “Give a Grad a Gift” brochure to the branches and C/U partners.	Membership/ C/U	4/1/18	October 2017 Update No progress on this yet.
I-E Encourage and support Increase the number of YWTF chapters.			
1. Educate and inform AAUW CA membership about YWTF and the relation to AAUW branches through at least 2 Perspective articles. Follow-up with emails and phone calls as necessary.	Membership/ YWTF	6/10/18	October 2017 Update Article will be submitted to next Perspective. Spoke to CHAR branch and included info regarding YWTF
2. Serve as a liaison to emerging YWTF chapters throughout the state, providing information about AAUW CA and branches as well as support.	Membership/ YWTF	6/10/18	October 2017 Update Working to clarify list of prospective members from National office.
3. Foster collaboration between YWTF chapters and nearby AAUW CA branches by connecting key parties and providing support via email and/or phone.	Membership/ YWTF	6/10/18	October 2017 Update No further action until prospective list is solidified.
4. Offer physical support to emerging YWTF chapters at events as necessary and practical.	Membership/ YWTF	6/10/18	October 2017 Update Attended Stockton YWTF Quarterly Roundtable at end of July. Contributed personal funds to chapter.
II. Develop and promote AAUW CA programs that support equity for women and girls to advance the mission of AAUW.			
II-A 20 branches will participate in Speech Trek.			
1. Recruit branches through B2B and Perspective in -2017-2018.	Speech Trek	3/1/18	October 2017 Update Have publicized in B2B, intent to participate forms are coming in
II-B Increase participation in financial literacy programs.			
1. Seek grant money to support additional resource development and presentations	Program	6/30/18	October 2017 Update In progress. No grants found during the first Q (7/1-9/30)
2. Create Money Trek modules for retirees and widows.	Program	6/30/18	October 2017 Update In progress (Jan and Bakula)
3. Publicize resources in B2B and Perspective.	Program	6/30/18	October 2017 Update Articles written related to FL for B2B & Perspective
4. Present an overview of Financial Literacy and how to navigate the website at convention.	Program	4/15/18	October 2017 Update In progress. FL team along with Program chairs are reviewing PowerPoint material and resources to use during convention presentation.



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II-C 20 branches will submit for mission-based program recognition.			
1. Define Mission Based Program recognition.	Program	8/31/17	October 2017 Update Complete - on the website
2. Contact branch presidents and program chairs to encourage submission of newsletters.	Program	9/1/17	October 2017 Update Complete- have received 57 newsletters this quarter
3. Educate members on program resources using B2B.	Program	6/30/18	October 2017 Update Have written articles about AAUW CA book club and Branch Bingo
4. Select Program of the Quarter.	Program	3/1/18	October 2017 Update Seven programs selected for first quarter. Information shared via B2B and via the website
II-D Present a State Convention with an overall evaluation of "good" or above and 50% of branches attending.			
1. Contact presenters and speakers.	Program	12/1/17	October 2017 Update Awaiting more RFPs
II-E Create state-level mission-based activities to engage and support branches.			
1. Establish an online book club to discuss Malala as a continuation of Leadership yesterday, Today, and Tomorrow.	Program	10/15/17	October 2017 Update Complete. Established through GoodReads. Information shared via B2B and on website.
2. Create and distribute branch bingo - Mission based electronic engagement activity.	Program	3/1/18	October 2017 Update Two rounds, round one to begin in October. Publicized via B2B and website.
3. Provide information on International women's issues and suggestions for programs for International Women's Day.	Program	1/8/18	October 2017 Update In progress (Indrani)
III. Foster professional growth of new and current leaders to enable branches and the state to further the mission of AAUW.			
III-A Develop and refine branch leadership.			
1. Develop technology workshops and deliver through Leader on Loan.	Leadership	10/31/17	October 2017 Update Pending until new administrative assistant is hired.
2. Develop and deliver workshop for Far North branches.	Leadership	3/1/18	October 2017 Update Redding is in process of determining a date for Leadership Day.
3. Survey 2016-2017 workshop attendees to determine effectiveness of Leadership Development programs.	Leadership	12/1/17	October 2017 Update Survey is created and will be sent out to attendees of 2017 Leadership Days on Nov. 1st.



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III-B Provide job-a-like video tutorial for incoming officers.			
1. Make job-a-like videos available for IBC/Branch meetings.	Leadership	10/31/17	October 2017 Update Four job-alike videos are on website. Attempting to get the Secretary video uploaded. Recruiting someone to do job-alike for membership.
III-C Plan and conduct leadership workshops for branch training.			
1. Create at least 1 workshop (Jeopardy) on topics such as: Acronyms, AAUW History, Public Policy Priorities, Where to find information, Visuals, Celebrity Nuggets.	Leadership	12/1/17	October 2017 Update Completed September 2017.
2. Submit RFP's for "Board Alignment" workshop and "Empower, Engage & Retain New Members" for a plenary.	Leadership	12/1/17	October 2017 Update Completed September 2017. Renamed "AAUW - Advancing Equity for All.
IV. Increase donations to the AAUW Fund.			
IV-A Introduce members to fellowship and grant recipients.			
1. Schedule AAUW Fund recipients to speak at 30 branch and IBC meetings.	Fund	6/30/18	October 2017 Update 6 Fellows scheduled for branch meetings in 2017-2018. 1 request pending. All recipients invited to Fund luncheons; 15 attending, 3 pending, 8 unable to attend.
2. Hold 4 Fund luncheons regionally in California in 2017-2018.	Fund	10/29/17	October 2017 Update 4 luncheons scheduled; 1 in Southern CA, 2 in Northern CA and one on Central coast.
3. Video record 4 Fund luncheons and post to AAUW CA Website.	Fund	6/1/18	October 2017 Update Pending
IV-B Streamline the ability to donate.			
1. Encourage CA branches to donate a total of \$1.8m to the AAUW Fund, AAUW CA unfinished endowments and Tech Trek, through B2B, emails and presentations at branches, in 2017-2018.	Fund	6/1/18	October 2017 Update Total contributions ending June 30, 2017: \$859,089.01
2. All board members donate to the AAUW Fund, amount at their discretion.	Fund	12/31/17	October 2017 Update 5 of 12 board members have donated as of June 30, 2017



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V. Advocate for legislation and policies that promote equity for all women and girls.			
V-A Advocate AAUW CA positions on pertinent legislation regarding at least 3 policy issues.			
1. Identify, take positions, on California legislation consistent with AAUW CA public policy priorities.	Public Policy	3/31/18	October 2017 Update Task assigned for 2018
2. Use Action Alerts and social media to provide legislative information to members and to encourage members to communicate with legislators/governor.	Public Policy	9/30/17	October 2017 Update 2 Action Alerts sent out in July/Aug on bill pending in Legislature; 2 Action Alerts sent out in Oct. on bills sent to the Governor.
V-B Implement national voter education program in 50 branches.			
1. Provide branches with resource information about the November 2017 election.	Public Policy	10/31/17	October 2017 Update Article in Sept Perspective; reminder message in Oct B2B
2. Committee members will work with Branch Support to contact IBCs and branches to offer assistance and stimulate participation in Get-Out-the Vote (GOTV) activities.	Public Policy	10/31/17	October 2017 Update Committee members contacted their IBCs and member branches in September to introduce themselves as liaisons from the PP Committee and offer support
3. Use Google group and other contact options to solicit reports on branch participation.	Public Policy	12/31/17	October 2017 Update Reports requested in Dec. for the Nov 2017 election. Just asking for reports was not successful
V-C Support branches in observing Pay Equity Day (PED), with at least 15 branches holding events and at least 70 highlighting PED in their newsletters.			
1. Provide information resources on ways branches can support PED.	Public Policy	2/1/18	October 2017 Update Task assigned for 2018
2. Write an article on PED for branches to use in their newsletters.	Public Policy	2/1/18	October 2017 Update Task assigned for 2018
V-D Develop and implement plan for branches to distribute new Title IX resources to public school districts in their communities.			
1. Send targeted email to branch public policy chairs with information on Title IX compliance requirements.	Public Policy	11/1/17	October 2017 Update New Title IX Coordinator will oversee this task
2. Identify how many branches have contacted a school about Title IX.	Public Policy	3/1/18	October 2017 Update Will work with Coordinator to develop reporting method

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V-E Increase branch advocacy efforts regarding public policy priorities.			
1. Mentor/educate branch members regarding branch advocacy best practices through program in a box, webinars, newsletter articles, web links and/or workshops.	Public Policy	2/2/18	October 2017 Update Oct 2017 B2B encouraged branches to meet with legislators; 3 branches have requested training. Spoke to CHAR branch regarding public policy and advocacy opportunities. Working with Sacramento branch to form advocacy direction for their PP committee.
2. Encourage specific branches to meet with targeted local legislative offices regarding identified bills.	Public Policy	8/31/17	October 2017 Update This action is dependent on direction from our Legislative Advocate. She did not make such a request this legislative session. We are ready to take action when directed.
VI. Develop governance policies and fiscal strategies to provide responsible stewardship of the resources of AAUW CA.			
VI-A Clarify responsibilities, purposes, goals and policies and procedures with branches for Tech Trek (TT) and Speech Trek (ST).			
1. Send TT and ST P & P to branches via B2B.	SPOC	7/30/18	October 2017 Update Will be discussed at upcoming committee meetings.
2. Committee members visit 3 Tech Trek Camps by the end of the fiscal year.	SPOC	6/30/18	October 2017 Update This will be decided as we get closer to summer and the camps as only three will be before June 30.
3. Collaborate with the governance committee to update TT and ST policies and procedures.	SPOC	1/15/18	October 2017 Update Will be working on this in October and November.
4. Prepare frequently asked questions regarding Special Projects Oversight Committee (SPOC) and distribute via B2B.	SPOC	4/1/18	October 2017 Update Frequently asked questions regarding TT are being answered by Tech Trek Coordinator.
5. Prepare camp compliance list for camp visits by committee members.	SPOC	4/1/18	October 2017 Update Will be done after new TT Toolkit is released in November.
6. Review and update camp budget procedures, if necessary.	SPOC	10/1/17	October 2017 Update Need to move date to 1/15/18 because of October and November TT/ SPF meetings scheduled.
7. Review TT Toolkit after AAUW National revision to ensure it incorporates CA processes and procedures.	SPOC	1/15/18	October 2017 Update This will be done in November/December.

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8. Notify branches of all changes to policies and procedures via B2B or Perspective.	SPOC	4/1/18	October 2017 Update Will follow update to P&Ps this fall.
VI-B Strengthen communications between SPOC and branches and between SPOC and camp directors.			
1. Document past achievements of SPOC and distribute via B2B.	SPOC	1/10/18	October 2017 Update Will work on this in November/December.
2. Use B2B and Perspective to communicate with branches and camps, for both Tech Trek and Speech Trek.	SPOC	6/30/18	October 2017 Update Will accomplish this in the spring.
VI-C Assure that all AAUW CA governance documents are aligned with mandatory National AAUW wording and State of California corporate regulations for non-profit entities.			
1. Bring Articles of Incorporation and Bylaws into alignment with required wording for a PUBLIC BENEFIT CORPORATION.	Governance	1/5/18	October 2017 Update Pending discussion with legal counsel.
2. Review all AAUW CA policies and procedures for compliance and continuity.	Governance	6/15/18	October 2017 Update Will commence review after Jan. board meeting.
3. If required, manage the communications to the general membership for a required vote on the change in the Articles of Incorporation.	Governance	10/15/17	October 2017 Update In process, preliminary communication in October B2B regarding outcome. Next steps pending discussions with legal counsel.
4. Prepare recommendations for future revisions to bylaws.	Governance	3/31/18	October 2017 Update On hold until status issue resolved.
5. Review the list of branch documents on file with National to identify those that pose problems.	Governance	6/30/18	October 2017 Update All branch bylaws in CA are in compliance with National as of 9/30/2017.
6. Contact branches whose governance documents are not in compliance and assist them in bringing their documents into compliance.	Governance	9/30/17	October 2017 Update Completed.
7. Upon completion of action items 1 & 2 confer with National to assure that all AAUW-CA branch documents on file at the close of the AAUW year are in full compliance.	Governance	6/30/18	October 2017 Update On hold pending resolution of mutual v. public benefit issue.
VII. Develop governance policies and fiscal strategies to provide responsible stewardship of the resources of AAUW CA.			
VII-A Evaluate investment strategy, advisor and update policy as needed.			
1. Review investment strategy.	Finance	8/31/17	October 2017 Update

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			Completed. Policy updated and sent to Governance 9/9/2017.
2. Assess value of managed portfolio.	Finance	8/31/17	October 2017 Update Completed. Will be discussed at January BOD along with proposed policy changes.
3. Update policy as needed.	Finance	2/28/18	October 2017 Update Will be finalized as discussion at January BOD.
VII-B Evaluate insurance coverage for sufficiency or excess coverage.			
1. Review coverage.	Finance	10/31/17	October 2017 Update In process.
2. Discuss with broker.	Finance	10/31/17	October 2017 Update In process.
3. Develop recommendations for FY 2018-2019 coverage.	Finance	3/31/18	October 2017 Update To be completed after #1 and #2 are done.
VIII. Support branches, board, and committees communication needs through efficient use of technology and available staff resources.			
VIII-A Engage IBCs, branches and the board in determining communication needs and submitting content for publications and online presence.			
1. Redesign B2B Publication to improve readability.	Communications	12/31/17	October 2017 Update B2B template created with B2B header and links to website, and social media icons at the bottom.
2. Evaluate effectiveness of communication team/committee chair liaison roles and modify as needed.	Communications	12/31/17	October 2017 Update Complete. Communication Team Liaison (CTL) roles and responsibilities revised and distributed to full board. CTLs assigned and expected to make initial contact with committee assignment by 10/15. Membership: Made contact with Kathy Andreini, Co-Chair of Membership, last spring and identified revisions and new approaches to website content. Proposed rewrites are in progress. Speech Trek: No direct contact with chair yet, but extensively reviewed the Speech Trek materials for the website prior to publication.

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3. Develop guidelines submitting content to B2B.	Communications	9/30/17	October 2017 Update Complete. Guidelines created and distributed to full board.
4. Develop guidelines for submitting content to California Perspective.	Communications	10/30/17	October 2017 Update In progress. Will build upon B2B guidelines.
5. Develop guidelines for submitting content for website.	Communications	10/30/17	October 2017 Update Draft created for review by Communication Team.
6. Evaluate and improve production schedule California Perspective.	Communications	2/28/18	October 2017 Update No action.
7. Evaluate competitive pricing for the California Perspective production.	Communications	1/30/18	October 2017 Update Documenting production process.
VIII-B Inform branch and state leadership of available communications tools.			
1. Create a new board member packet describing Communication tools.	Communications	12/31/17	October 2017 Update No action.
2. Create and deliver technology session at the annual convention.	Communications	4/30/18	October 2017 Update No action.
3. Develop one technology-based peer group and conduct 1-2 sessions.	Communications	2/1/18	October 2017 Update No action.
VIII-C Migrate email system to “Sendy”.			
1. Identify AAUW California tasks in Sendy project.	Communications	7/1/17	October 2017 Update Complete. Project plan created.
2. Migrate existing mailing lists to Sendy.	Communications	7/15/17	October 2017 Update Complete. All lists migrated to new email platform.
3. Test migration.	Communications	8/15/17	October 2017 Update Complete. AAUW did the majority of the testing and identified several issues that need addressing: 1. BOR documentation needs to be created to guide how the application is used. 2. Email bounce process is needed to assure that we are not identified as spam and our emails are rejected 3. Opt out process needed for large distributions 4. Email scrubbing process needed to assure that undeliverable emails are not sent. >1K messages determined to be invalid in

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			September California Perspective distribution.
VIII-D Strengthen Social Media Presence.			
1. Recruit team members for specific Social Media responsibilities.	Communications	8/15/17	October 2017 Update Complete. Nancy Turner engaged to do Facebook posts.
2. Work with the Governance and Public Policy Committees to define a Facebook posting policy or procedure.	Communications	12/1/17	October 2017 Update No action.
3. Develop a Communications team social media procedure.	Communications	10/1/17	October 2017 Update Draft started. Will be reviewed at October Communication Team Meeting.
4. Increase Twitter followers from 200 to 400.	Communications	6/30/18	October 2017 Update No action.
5. Increase Facebook "likes" from 1,700 to 2,100.	Communications	6/30/18	October 2017 Update Requested Branch Boards "like" AAUW CA page. People who comment on the page are invited to "like" the page. Total "likes" as of 10/1 1806.
6. Demonstrate social media success to branches by communicating increase in Facebook and twitter engagement through 1 B2B article.	Communications	6/30/18	October 2017 Update Article included in September Board to Board.
IX. Illustrate the Board's relevance and value to the Branches.			
IX-A Develop, package and deliver best practices.			
1. Develop best practices checklist for branch treasurers.	Finance	3/31/18	October 2017 Update
2. Create a California-specific logo.	Communications	2/28/17	October 2017 Update No action.
3. Review and revise "Value for your Dues" document.	Communications	2/28/17	October 2017 Update No action.
4. Develop a marketing plan.	Communications	2/28/17	October 2017 Update No action.
IX-B Facilitate use of Social Media for Branch Networking and Sharing.			
1. Develop capacity for members to communicate directly via the AAUW State website.	Communications	3/1/18	October 2017 Update No action.
IX-C Encourage Tech Trek.			
1. Link legislators with Tech Trek camps.	Public Policy	6/31/2018	October 2017 Update None action.



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IX-D Increase AAUW California board visibility.			
1. Provide Board Member bios and share via the website, B2B or other mechanisms.	Communications	6/31/2018	October 2017 Update No Action.
2. Conduct 1 virtual town hall meeting.	President	1/31/18	October 2017 Update Will plan to advertise in Perspective & B2B.
3. Create at least 1 peer group to assist in educating branches about job alike training.	Leadership	1/31/18	October 2017 Update No action.
IX-E Develop a plan to establish a presence and table AAUW information at conferences that attract the type of people who might join AAUW.			
1. Identify and participate in at least 2 tabling activities.	Board	6/31/2018	October 2017 Update No action.